



## Why Sendmarc?

Emails are central to communication for many businesses and it's crucial that emails are secure and land where they're supposed to. If the correct DMARC policies or security measures are not in place, you risk emails failing to reach inboxes, falling victim to cybercriminals taking advantage of your email domain and damaging your reputation.

Sendmarc monitors your entire email ecosystem.

Firstly, Sendmarc detects threats and prevents your domain becoming victim to email impersonation. Secondly, Sendmarc ensures your emails don't end up in spam folders or not reaching the recipient at all.

## The challenges Sendmarc solves

Email may seem simple, but this is not the case. Email requires policies in place to identify you as a legitimate sender and it requires the same level of cyber protection as every other part of your business.

As a major target for cyber threats, cybercriminals take advantage of unprotected email domains and pose as trusted individuals or organisations. Fraudulent activities become difficult to detect when threats are hidden behind your brand.

DMARC is a crucial email security measure that confirms where an email originated from, determining its legitimacy. The challenge? Very few businesses understand DMARC, what it is, what it does and if it's set up correctly. Sendmarc addresses these challenges, implementing DMARC and providing ongoing monitoring to your entire email network.

## Benefits of Sendmarc



### Protected from email exploitation

All inbound and outbound emails are verified for authenticity, preventing exploitation your email domain.



### Strengthened brand recognition

Email authentication standard, BIMI can display your logo in a recipient's inbox.



### Global and company-wide compliance

Sendmarc meets technical authentication and verification standards for all emails.



### Guaranteed security

Benefit from a consistent level of security and a 90-day guarantee.



### Improved email deliverability

Authentication rules and policies guarantee that all legitimate emails reach the intended inbox.



### Entire email ecosystem protection

Sendmarc integrates seamlessly with all third-party email providers.